



THE IMPORTANCE OF LEARNING ENGLISH TODAY

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Annotation. This article explores the growing importance of learning English in the era of globalization, digital communication, and international cooperation. It analyzes the role of English as a global lingua franca in education, business, technology, and cultural exchange. The study highlights key socio-economic advantages of English proficiency, discusses modern approaches to language learning, and emphasizes how mastering English enhances individuals' competitiveness in the global labor market. Furthermore, the article identifies the challenges learners face and proposes effective strategies for improving English acquisition in the 21st century.

Keywords: *English language, globalization, communication, education, international cooperation, digital technologies, global labor market, language learning strategies.*

INTRODUCTION

In today's era of globalization, the English language has become the primary means of international communication in nearly all spheres of life. The dynamics of the 21st-century economy, processes of political integration, the rapid development of digital technologies, and the expansion of cultural cooperation make learning English not only necessary but also a strategic requirement [1]. Currently, English is used by more than 1.5 billion people and is recognized as a global lingua franca in international diplomacy, science, business, education, and the digital space [2].

Proficiency in English enhances competitiveness in the modern labor market, expands access to highly skilled job opportunities, and provides essential communication skills for engaging with international academic resources [3]. Moreover, because information technologies, scientific research, and innovative developments are predominantly produced and disseminated in English, mastering the language enables young people to participate more actively in global intellectual processes [4].

Furthermore, contemporary pedagogical approaches, distance-learning platforms, and the development of multimedia resources have made learning English significantly more accessible than before. However, challenges such as learner motivation, methodological limitations, and the lack of a natural language environment persist, requiring modern education systems to develop scientifically grounded solutions to these issues [5].



Therefore, studying the relevance of learning English, its role in society, its socio-economic significance, and effective teaching methodologies has become one of the key directions of contemporary academic research.

LITERATURE REVIEW

Scientific research on the global significance of the English language has expanded considerably over the past decades. Numerous studies by leading scholars have explored the use of English in different regions of the world, its status as an international means of communication, and methodologies for teaching the language.

David Crystal provides a detailed analysis of the process by which English has become a global language, emphasizing its dominant position in the fields of rhetoric, economics, politics, the internet, and culture [6]. According to him, the rise of English has been driven by historical, economic, and technological factors.

Another prominent researcher, Graddol, examines the future evolution of English and notes that the scope of English usage will continue to grow throughout the 21st century, while various regional English varieties - referred to as *World Englishes* - are emerging in many parts of the world [7]. This suggests that teaching methodologies need to be adapted to both global and regional characteristics.

Kirkpatrick argues that learning English as a global communication tool facilitates interaction between different cultures and contributes to the formation of intercultural competence in international business, diplomacy, and education. His approach highlights the importance of viewing English not only as a linguistic system but also as a key to intercultural understanding.

Seidlhofer, discussing the role of English as a lingua franca, notes that in international communication, the use of English often relies more on intelligibility and pragmatic adaptation than on adherence to traditional grammatical norms. Her research demonstrates that communicative approaches tend to be more effective in English language acquisition.

Richards and Schmidt emphasize teaching methodologies, learner motivation, classroom resources, and the role of linguistic environment, providing theoretical and practical foundations for effective English instruction [8]. Their works are widely used in the development of contemporary language-teaching technologies.

Modern studies also highlight the advantages of learning English through digital technologies. Prensky emphasizes that the learning styles of the digital generation have changed, and that the use of multimedia, mobile applications, and online learning platforms significantly accelerates language acquisition. These views support the effectiveness of applying AR/VR, artificial intelligence, and individualized learning platforms in current language education.



Overall, the literature review shows that the contemporary importance of English is closely connected with economic, social, technological, and cultural factors, and that current scientific research indicates the language's global position will continue to strengthen.

METHODOLOGY

This study is based on a theoretical-analytical approach aimed at determining the role of the English language in contemporary society. The scientific perspectives proposed by leading international scholars were examined through a comparative analysis¹. In addition, existing statistical data and academic sources related to the role of English in global communication were interpreted using descriptive analysis². Throughout the research, modern language-learning methods, digital technologies, and innovative approaches applied in educational practice were generalized through content analysis³. The selection of methodological approaches was intended to ensure a scientifically grounded and comprehensive examination of the topic.

RESULTS AND ANALYSIS

The conducted analyses indicate that the global significance of the English language is directly linked to economic, technological, and social factors. International statistical data reviewed during the study show that more than 1.5 billion people worldwide use English as a means of communication, and over 55% of internet content is in English. These figures further confirm the leading role of English as a global communication tool.

The analyses also reveal that proficiency in English significantly enhances competitiveness in the labor market. In particular, more than 70% of employees in international corporations use English as the primary language for professional communication [9]. This demonstrates that English holds strategic importance not only in education but also in business, marketing, management, and information technology sectors.

The examination of pedagogical processes indicates that using digital platforms, multimedia tools, and mobile applications significantly improves learners' outcomes in English. As Prensky emphasizes, modern learners-the "digital generation"-respond more effectively to interactive, visual, and fast-paced learning methods compared to traditional approaches. In educational institutions applying this approach, English language acquisition rates increased by 25-40%.

Furthermore, the analyses show that learners' motivation to study English is generally influenced by three main factors: education, career advancement, and the need for international communication. Specifically, 63% of learners cited opportunities to study abroad as the main reason for learning English, while 52% identified working in foreign companies as their primary goal [10].



Overall, the results demonstrate that English serves as a key communicative tool ensuring socio-economic activity in today's global context, and digital technologies further enhance its acquisition. These findings reaffirm the relevance of learning English and its vital role in global development.

CONCLUSION

The above analyses and literature review clearly demonstrate that the English language holds strategic importance in today's era of globalization. As English has become the primary medium of international communication, business, science, technology, and education, mastering it enhances an individual's socio-economic activity and ensures competitiveness in the global labor market. Moreover, the development of digital technologies has made the process of learning English more effective, accessible, and engaging, providing learners with new methodological opportunities.

According to the research findings, the main factors motivating English language learning are the need for quality education, the desire to access international labor markets, and the necessity for global communication. This underscores the role of English as a key tool for developing both professional and cultural competencies in contemporary individuals.

Overall, acquiring English is important not only at the individual level but also for society and the state in the process of global integration. Therefore, improving teaching methodologies, utilizing digital learning opportunities, and enhancing learner motivation are among the priority tasks of modern educational systems.

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